

ABSTRACT

ROFIQ BACHTIAR. The Role of Food Security and Energy Credit in Improving The Competitiveness of Beef Cattle in The Magelang Regency. Under diversion by NANIK DARA SENJAWATI and NI MADE SUYASTIRI YP. Magelang regency potentially as a region the development of beef cattle. Magelang is a fertile agricultural region and is always available in the form of grass, fodder and grain legumes. Magelang Regency has had two fairly crowded market and is the source of the seed of beef cattle. Food security and Energy credit (KKP-E) is the Government's program aims to help cattle farmers with capital of subsidized interest rates. The purposes of this research were analyzes competitiveness, social benefits the business of a farm beef cattle, and the impact the policy of KKP-E. The method used descriptive analysis with technical collecting data by the result of interviews and dispensing questions with primary and secondary data types. The observation location in Paten Village Dukun District and Bumiharjo Village Borobudur District Magelang Residence. Policy Analisis Matrix (PAM) metode used to calculate advantage private and social a system of the business of a farm beef cattle and analysis the impact of a government policy. The results of analysis demonstrate that the business of breeding beef cattle in the Magelang Regency still powerless competitiveness and efficient. The KKP-E program policy was beneficial to the business of breeding beef cattle. KKP-E still needed farmers to strengthen capital sustainable farm and effort .

Keyword : Beef Cattle, competitiveness, KKP-E, PAM

